PHOTO FINDER

ATP Photo Finder Pro

華騰國際科技

數位相片GPS座標紀錄器

Advanced Technology Products

What is Geotagging ?

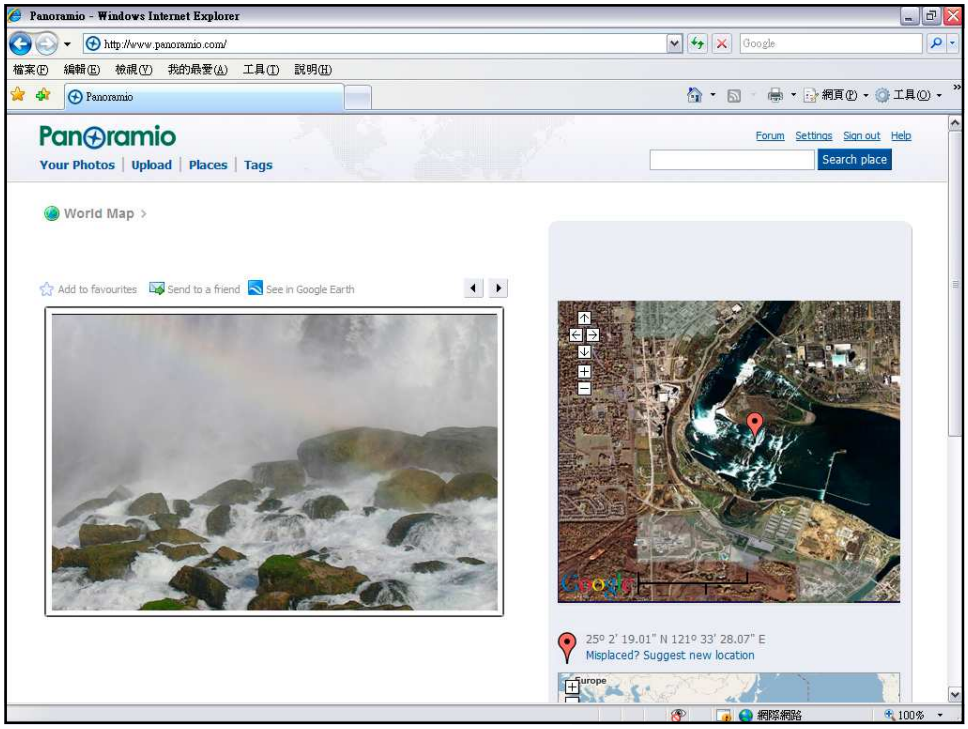
= Geophysics Tagging

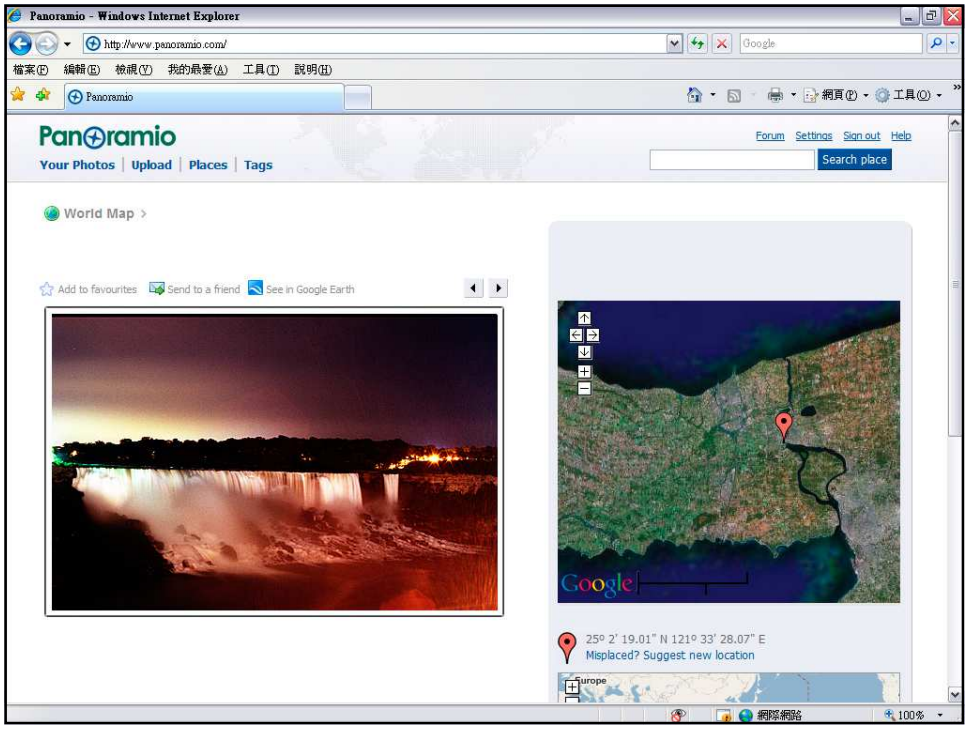
= Photo with Location Information

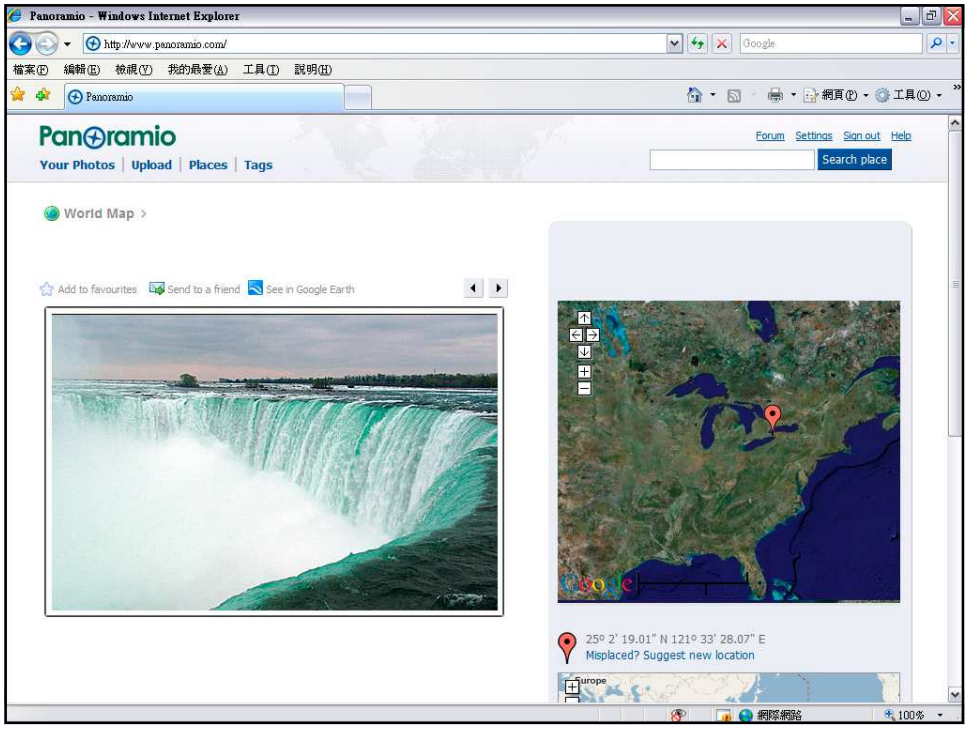
= Writing GPS to Photo

= 地理標記

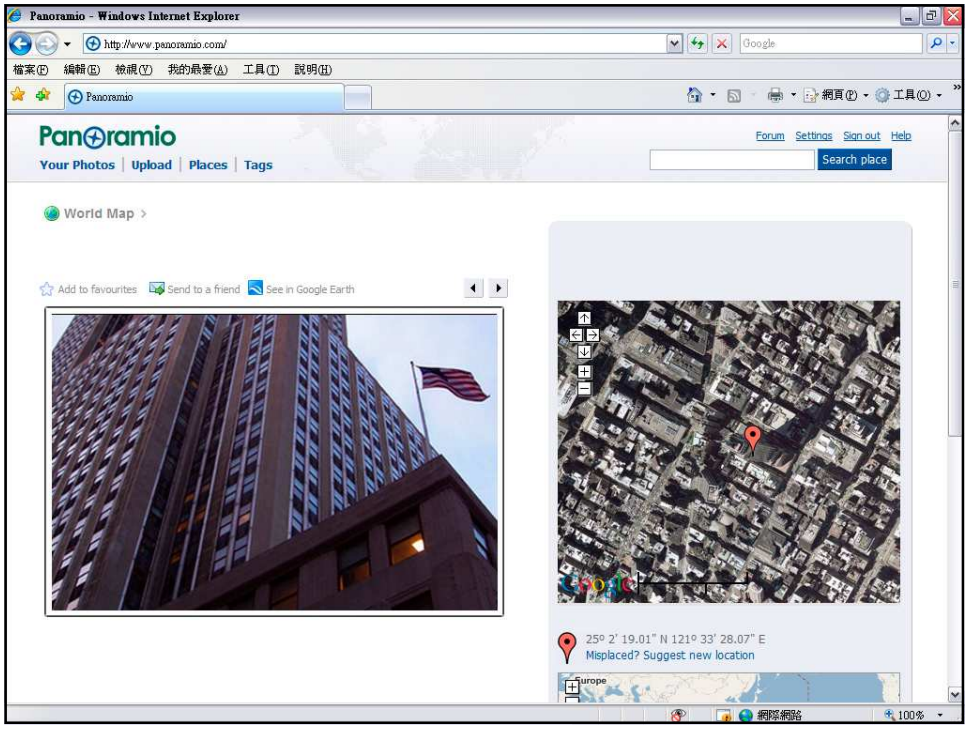
= 凡走過必留下痕跡

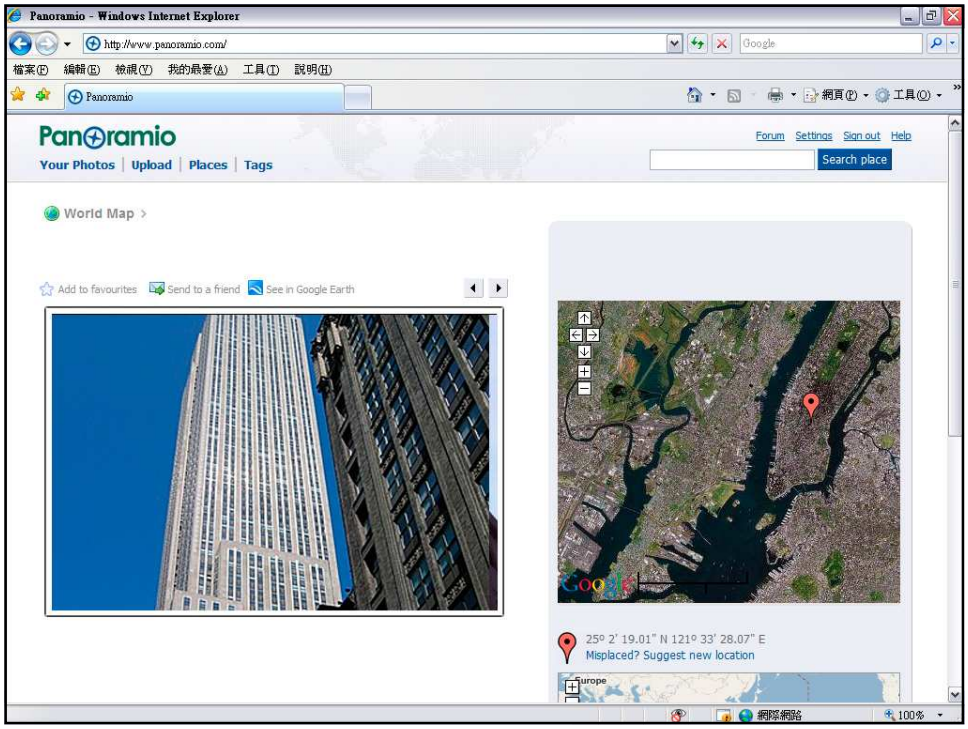

Panoramio - Windows Internet Explorer
http://www.panoramio.com/
Panoramio
Your Photos | Upload | Places | Tags
Forum Settings Sign out Help
Search place
World Map
Add to favourites Send to a friend See in Google Earth
25° 2' 19.01" N 121° 33' 28.07" E
Misplaced? Suggest new location

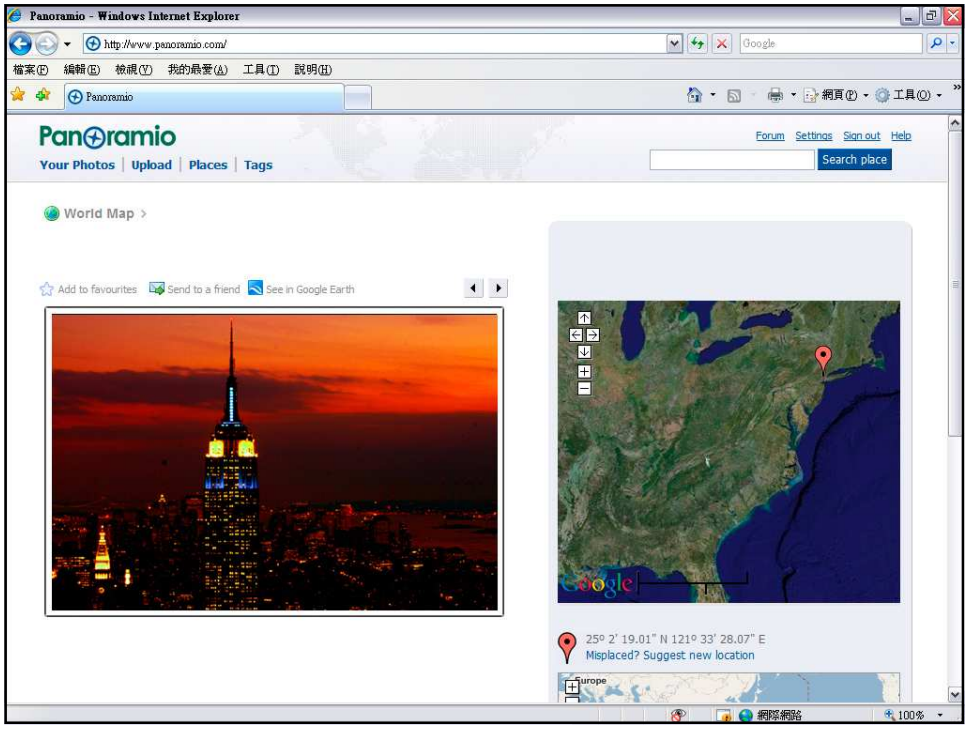

Panoramio - Windows Internet Explorer
http://www.panoramio.com/
Panoramio
Your Photos | Upload | Places | Tags
Forum Settings Sign out Help
Search place
World Map
Add to favourites Send to a friend See in Google Earth
25° 2' 19.01" N 121° 33' 28.07" E
Misplaced? Suggest new location



- **Niagara Fall, USA**
- 尼加拉瓜大瀑布，美國


Panoramio - Windows Internet Explorer
http://www.panoramio.com/
Panoramio
Forum Settings Sign out Help
Your Photos | Upload | Places | Tags
Search place
World Map
Add to favourites
Send to a friend
See in Google Earth
25° 2' 19.01" N 121° 33' 28.07" E
Misplaced? Suggest new location


Panoramio - Windows Internet Explorer
http://www.panoramio.com/
Panoramio
Forum Settings Sign out Help
Your Photos | Upload | Places | Tags
Search place
World Map
Add to favourites
Send to a friend
See in Google Earth
25° 2' 19.01" N 121° 33' 28.07" E
Misplaced? Suggest new location



- **The Empire State Building, New York, USA**
- 帝國大廈，美國，紐約

產品研發過程

PHOTO FINDER

- **Product development stage:**
  - Phase 1 model mass production in 2007 December
  - Phase 1 model launched in 2008/Q1 CES 2008
  - Phase 2 model launched in 2008/Q3 Photokina show
  - Phase 3 model launched in 2009/Q2 Computex show
- **Patent apply:**
  - ***Geotagging with OTG technology***
  - Taiwan & Japan area patent approved in 2007/10
  - China, USA, Europe area patent is under processing.
- **Promotion and award:**
  - Exhibition: 08'CES show/08' PIE show/08' PMA show
  - CNBC: First Time Technology (CES 2008)
  - New York Time: 08'CES First Time Technology
  - Co-brand contest with Panoramio (from Google)
  - 2008 Photokina: **2008 Chip FOTO Award**
  - **2008 台灣精品獎 & 2008台灣 GOOD DESIGN**

The New York Times

Panoramio from Google ATP

TAIWAN EXCELLENCE 2008

2008 Taiwan Good Design

產品相關報導

PHOTO FINDER

- GEOtagging, is ready to explode in 2008. This technology, first introduced a couple of years ago, is now a feature that is gaining support by photo sharing sites such as Flickr, Google's Picasa, and of Google maps. GEOtagging adds GPS location information to your photographs, allowing you to easily find your (or other) photos based on where the photographs were shot. While only G.E. is integrating GEOtagging into a digital camera at this point, this is definitely a feature that more and more manufacturers will be adding in the near future.

- One of the most exciting products for GEOtagging this year is the ATP GPS Photo Finder. The ATP GPS Photo Finder is a pocket sized GPS device that keeps track of where you have been and what time you were there. When you're done shooting just pop the SD memory card out of your camera and slide it into the Photo Finder to have the GPS location data embedded into the META data of your images. What makes the GPS Photo Finder unique is that it doesn't require a PC and couldn't be simpler to use.

Ex: So to me the difference seems to be easy to understand *vs* easy to use. I understand the Photo GPS, it's driven straight from the camera; takes more work in tagging the images, but I understand each step. The Photo Finder is really simple to use, put in the SD card and it all happens automatically; it might as well use magic.

But what they do is different, remember the Photo GPS puts in keywords for city, street, point of interest as well as the actual location. How they work is different too, the Photo GPS requires a hot shoe on the camera but the Photo Finder just needs a SD card. So two different products, for different kinds of camera, with different features.

Beats taking notes of which bend on the Grand Canyon south rim I was standing at when I took each picture; writing down the image number off the camera screen in a notebook, along with the lookout point I was standing at, this technology makes notebook and pen seem so old fashioned.

產品設計特點

PHOTO FINDER

◆Photo Finder Pro的特點在於，不需要透過PC，就可以讓所有的相片都具有GPS衛星定位座標資訊。當使用者回到家後，可直接將已經透過Photo Finder Pro寫入座標值後的相片，上傳到Google Map或Google Earth上，便可以清楚呈現出拍照地點的位置。
◆相容於Google Earth、Google Maps或是其他支援相片導航的地圖軟體
◆相容於各大廠牌的數位相機與各式記憶卡格式。
◆操作簡易，不需要透過PC、PDA或是其他複雜的軟體，就能快速完成記錄。
◆內建LCD螢幕，可以顯示即時GPS資訊。
◆可替換式的電池設計（三顆四號電池），替換方便。
◆高感度的SIRF第三代GPS模組，可同時接受20顆衛星訊號，快速完成衛星定位。
- 冷開機: 45秒內
- 暖開機: 35秒內
- 熱開機: 1 秒內

◆全球第一台專爲數位相機設計的全方位GPS相片追蹤定位器。
◆首創本機軟體升級方式取得更新更完整的功能設計。

TAIWAN EXCELLENCE 2008

2008 Taiwan Good Design

Photokina 2008 Coverage

PHOTO FINDER

photokina
Live show coverage

Photokina
Live Tradeshow Coverage
Sept 23 - Sept 28, 2008
Cologne, Germany

Welcome to **Imaging Resource's Live Photokina 2008 Tradeshow Coverage.** Since 1950, the German city of Cologne has played host to Photokina - the world's largest photography and imaging expo. Since the 1952 show, Photokina has been a biennial event, meaning that it takes place only once every two years. For 2008, Imaging Resource will have a four-man team on the show floor, bringing you on-the-spot videos of the hottest products. Our news team back home will also be providing a steady flow of coverage on all the latest announcements, ensuring readers are kept on top of what we're expecting to be a very busy show. Photokina 2008 looks set to be a very exciting event, so keep checking back throughout the show!

Objektiv des Jahres
Tamron 10-24 mm 3,5-4,5
Die perfekte Ergänzung zum Standard-Zoom: Das Tamron bietet auf Kleinbild umgerechnet 15 bis 36 Millimeter Brennweite.
Zubehör des Jahres
ATP Photo Finder mini
Endlich ein GPS-Datenlogger, der seinen Nutzer nicht mit unständlicher Handhabung, neuer Speicherkarte rein, fertig!

Wednesday, October 1, 2008

PRESS RELEASE: ATP Announces the GPS Photo Finder mini
13:07 EDT - An Easy to Use Geotagging Device, no PC and Complicated Software Required
Rotterdam, The Netherlands (September 29, 2008) - ATP, a leading manufacturer of DRAM and flash memory solutions, today introduced the new GPS Photo Finder mini - a portable photo accessory that takes 'geotagging' to a new level. Geotagging is a new cutting edge feature in digital photography which allows users to associate... *(More)*

Monday, September 29, 2008

Fujifilm announces Super CCD EXR sensor
FUJIFILM
18:39 EDT - In the runup to the Photokina tradeshow, Fujifilm announced the latest iteration of its Super CCD image sensor design, dubbed Super CCD EXR.

With the flood of news happening at the time, the announcement somehow slipped between the cracks - a fact we've only just realized. The Super CCD EXR sensor design definitely merits a closer look, though. The Super CCD EXR imager combines some of the attributes of Fujifilm's past sensor designs into a single chip to offer the photographer a choice - opt for high resolution when lighting allows,... *(More)*

產品比較表

PHOTO FINDER

Model	SONY GPS-CS3KA	ATP PhotoFinder Pro
Dimension	8.7 x 5.5 x 2.1 inches Weight 70g w/o battery	Main GPS device: 3.3 x 1.7 x 1.0 inches Weight 65g w/o battery
Battery type	AA x 1 approx. 13 hours	AAA x 3 approx. 9~24 hours
GPS Chipset	Samsung + negative antenna	SirF Star III + positive antenna + SMB external socket + external power input
Main spec.	1. Compatible with nearly every Cyber-shot digital still camera and Handycam camcorder of SONY. 2. Provide a MS/SD card reader function. 3. Same as PhotoFinder mini can do geotag off-line but 60 files limitation one time to tag.	1. Light-weight and easy to carry, high sensibility performance. 2. Full multi-language user interface setup by firmware version. 3. Store data for up to 500~5500 hours; logging interval 5/10/15/30/60 seconds 4. Sync. GPS to image without a PC or software. 5. Generate KML format w/o PC or software. 6.Support more than 400 digital camera models on the market. 7. "On The Go" mode data sync and GPS coordinates mapping. Built-in SD/MMC/MS Card Slot and direct USB Connectivity 8. POI (Point of interest) generation.
Advantage	1. Picture Motion Browser software is available to geotag the SONY RAW format by PC. 2. LCD screen can show instant information. 3. Low power consumption design. 	1. Geotagging w/o a PC or software 2. Compatible with most digital camera format and memory card format on the market. 3. Provide firmware upgrade to enhance the function. 4. Support both PC and Mac OS platform and free-use software. 5. Available to link an external GPS antenna to get the better reception and accuracy of GPS signals. 6. Available to link car cigarette lighter socket or an external battery pack w/o playing time limitation.
Retail price	US$ 149.0 only in Japan	MSRP US$ 99.0~109.0 worldwide

產品優勢與賣點

1. 記錄拍照地點之經緯度資訊功能－記錄使用者所在地的位置資訊以及時間資訊，可當GPS記錄器來使用。
2. 經緯地點之位置資訊附加至相片功能－滿足消費者分享拍照地點的需求,運用Google Map/Google Earth，將旅遊檔案，個人部落格等，整合到線上相簿，忠實呈現!
3. 全功能all-in-one設計功能－可直接支援SD/MMC/MS記憶卡，並可外接多種讀卡機如CF卡等。
4. 長時間使用－優越的省電功能，可連續使用超過16小時，搭配一般數位相機所能使用的時間，並可使用外接式電源提供不間斷的使用需求。
5. 可外接天線式設計－訊號微弱時，可用外接式天線加強收訊效果。

簡單的使用方式

多功能的記錄方式

- 內建128MB記憶體可記錄長達時間 500 ~ 5500 hours.

05 sec log file	262 KB
10 sec log file	131 KB
15 sec log file	88 KB
30 sec log file	44 KB
60 sec log file	22 KB

- 可選擇記錄時間間隔 5/10/15/30/60秒鐘

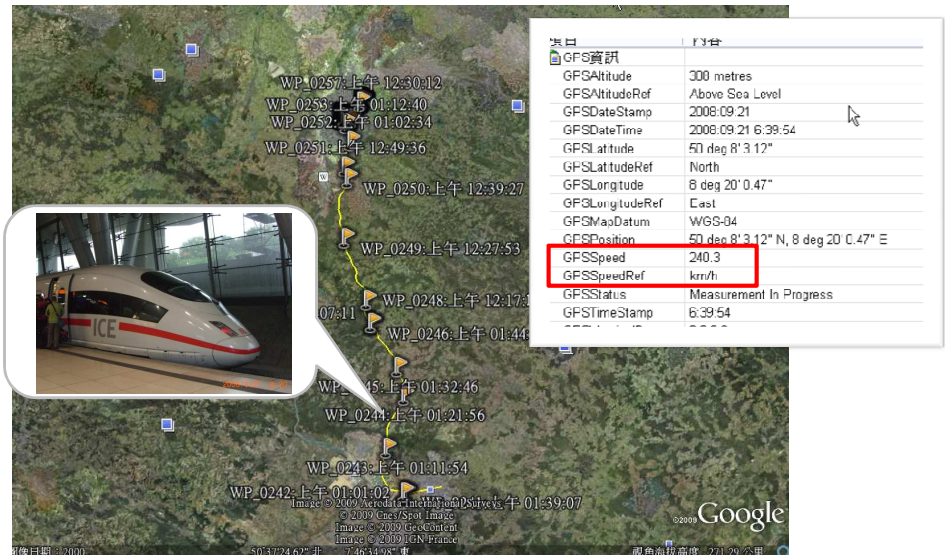
TRACKING MODE SETUP: 05 sec.
TRACKING MODE SETUP: 10 sec.
TRACKING MODE SETUP: 15 sec.
TRACKING MODE SETUP: 30 sec.
TRACKING MODE SETUP: 60 sec.

L92 (size AAA) Lithium/Iron Disulfide battery	LR03 (size AAA) Oxyride battery	LR03 (size AAA) alkaline battery	R03 (size AAA) Nickel-Metal Hydride battery
Approx. 18.0 hours	Approx. 17.0 hours	Approx.16.0 hours	Approx. 14.0 hours

All of the test results are in an open area environment and under the continuous GPS signals reception. The actual results will be different because of environmental factors and the type of battery brands.

產品實測(一): 飛機上

產品實測(二): ICE高速鐵路



產品實測(三): 東京市區

•GREEN: Holux M-241
Interval: 1 second

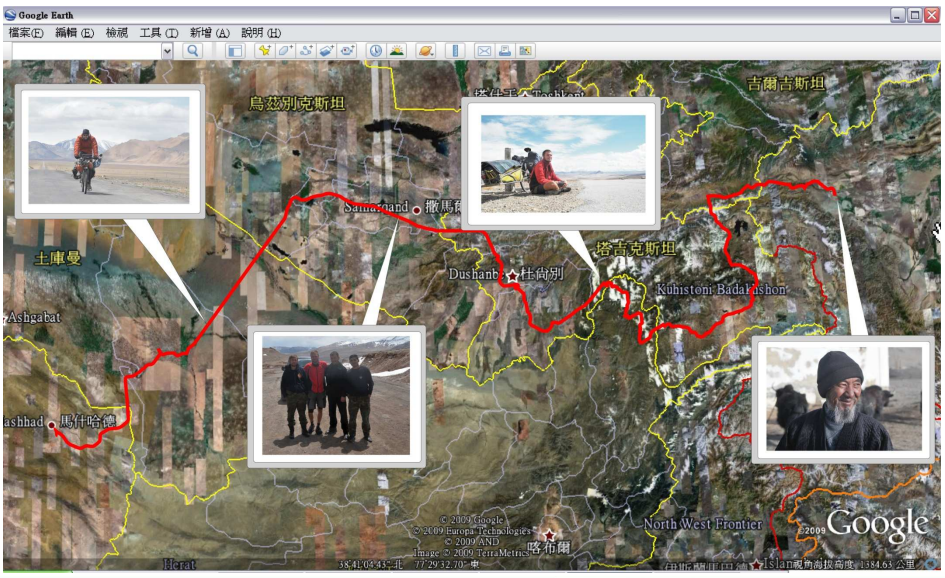
•RED: Sony GPS-CS3K
Interval: 15 seconds

•WHITE: PhotoFinder Pro
Interval: 5 seconds

•BLUE: PhotoFinder mini
Interval: 10 seconds

2009/05/26 by ATPJP

產品實測(四): 贊助橫跨歐亞大陸



產品應用: 部落格相片分享

Take photos with GPS Data
Upload photos to www.locr.com and organize by location
Share with friends and family and publish photos on your blog

產品應用: 個人相片記錄與沖印服務

1. Take the geotagged photos

2. Go to Fujifilm printing store
3. Using Locr's geotagging photo platform

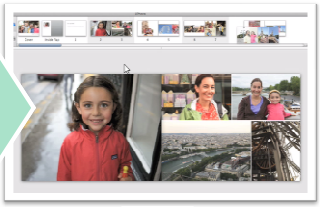
4. Get the photos with map location

5. Print out photo books

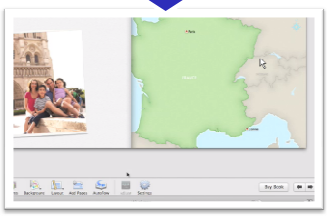
產品應用: 個人相片記錄與沖印服務

1. Take the geotagged photos

2. Use the iPhoto online platform



3. Edit the photos.



4. Print out your personal photo books

產品應用: 地圖情報與資訊收集

產品應用: 專業研究用途

產品應用: 相片導航功能

Which way is easier ?

台北市內湖區114
堤頂大道二段185
號10F

10F., No. 185, TiDing
Blvd., Sec. 2, Neihu,
Taipei 114, Taiwan,
R.O.C.

PHOTO FINDER

Thank you very much!